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Economic Commission for Europe

Conference of European Statisticians

Sixty-third plenary session
Geneva, 15-17 June 2015
Item 7 (a) of the provisional agenda
Reports on the work of the Conference of European Statisticians, its Bureau and Teams of Specialists

Implementation of the UNECE Statistical Programme 2014

Note by the Secretariat

Addendum

Report of the Work Session on the Communication of Statistics

Summary

The Work Session on the Communication of Statistics was held in Geneva, Switzerland from 18 to 20 June 2014, as part of the United Nations Economic Commission for Europe Statistical Programme 2014-2015.

The present document is the summary report of that meeting and is provided to inform the Conference of European Statisticians of the organization and outcomes of the meeting.

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1. The Work Session on the Communication of Statistics was held in Geneva, Switzerland, from 18 to 20 June 2014. Participants from the following countries attended the meeting: Austria, Belgium, Canada, China, Croatia, Denmark, Estonia, Finland, France, Georgia, Germany, Hungary, Ireland, Latvia, Luxembourg, Mexico, Republic of Moldova, the Netherlands, Norway, Portugal, Romania, the Russian Federation, Serbia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, the United Arab Emirates, the United Kingdom of Great Britain and Northern Ireland and the United States of America. The European Commission was represented by Eurostat. The Food and Agriculture Organization of the United Nations (FAO), Eurasian Economic Commission, Institute for Statistics of the United Nations Educational, Scientific and Cultural Organization (UNESCO), Organization for Economic Co-operation and Development (OECD), United Nations Children's Fund (UNICEF), United Nations High Commissioner for Refugees (UNHCR), and United Nations Statistical Division (UNSD) were also present.

2. Ms. Lidia Bratanova of the UNECE Secretariat opened the meeting and outlined the role of the UNECE in implementing the work programme of the Conference of European Statisticians, of which this work session is a part.

3. Mr. Michael Levi (United States of America) was elected as the Chairperson.

4. Mr. Georges-Simon Ulrich, Director General of the Swiss Federal Statistical Office, gave a key-note speech on enabling stakeholders to use statistics. He highlighted the importance of having a user-driven approach, identifying stakeholders with the goal to help them use statistics. Mr. Ulrich stressed the importance of communicating statistical methodology to users to increase their understanding of the ways the data are collected. He also noted the value of statistical literacy and the importance of educating journalists and the public about statistics.

5. The agenda contained the following substantive topics:

(a) Statistical literacy

(b) Communication with respondents and evaluation of communication campaigns

(c) Quick wins on low and zero budget

(d) Good practices in electronic publications

6. All background documents and presentations for the meeting are available on the website of the UNECE Statistical Division: http://www.unece.org/index.php?id=33630#/.

7. The participants adopted the present report before the Work Session adjourned.